

Appl. No. 09/709,211  
Amdt. dated May 3, 2005  
Amendment Submitted with RCE

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**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method for analyzing direct marketing subscription information, comprising:
  - receiving a plurality of direct marketing subscription information;
  - archiving said plurality of direct marketing subscription information into a repository;
  - retrieving from said repository a plurality of selected direct marketing subscription information;
  - transforming said plurality of selected direct marketing subscription information into transition table format information;
  - populating a facts database with said transition format information to produce at least one of a plurality of facts tables with a summarization of said transition format information;
  - denormalizing said summarization of said transition format information to produce a plurality of denormalized information, wherein denormalizing comprises propagating information from one table to another; and
  - providing a report based upon said denormalized information, wherein said report is provided to a user via a browser application.
2. (Original) The method of claim 1, wherein denormalization comprises:
  - populating selected information from at least one of a plurality of facts tables to a key table.
3. (Original) The method of claim 2, wherein said facts tables are stored in a facts table database.
4. (Original) The method of claim 3, wherein said key table is stored in a grouping table database.

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5. (Original) The method of claim 2, said at least one of a plurality of facts tables comprises at least one of

source category table, a source table, a campaign table, a panels table.

6. (Original) The method of claim 1, further comprising:  
receiving input of at least one criteria for at least one of a plurality of reports; and  
providing said report based upon said denormalized information according to said at least one criteria.

7. (Original) The method of claim 1, further comprising:  
receiving input of at least one criteria for at least one of a plurality of tables; and  
configuring said at least one of said plurality of tables based upon said at least one criteria.

8. (Original) The method of claim 1, further comprising:  
receiving input of at least one of a username and a password;  
verifying whether said input of said at least one of a username and a password corresponds to a user authorized to access reporting procedures; and  
providing access to reporting procedures to said user if said user is determined to be authorized.

9. (Original) The method of claim 8, further comprising:  
verifying whether said input of said at least one of a username and a password corresponds to a user authorized to access administrative procedures; and  
providing access to administrative procedures to said user if said user is determined to be authorized.

10. (Currently Amended) A method for analyzing direct marketing subscription information, comprising:

receiving a plurality of direct marketing subscription information;

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archiving said plurality of direct marketing subscription information into a repository;

retrieving from said repository a plurality of selected direct marketing subscription information;

transforming said plurality of selected direct marketing subscription information into transition table format information;

populating a facts database with said transition format information to produce at least one of a plurality of facts tables with a summarization of said transition format information;

denormalizing said summarization of said transition format information to produce a plurality of denormalized information, said denormalization comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a grouping tables database, wherein denormalizing comprises propagating information from one table to another; and

providing a report based upon said denormalized information;

wherein said at least one of a plurality of facts tables comprises at least one of source category table, a source table, a campaign table, and a panels table.

11. (Original) The method of claim 10, further comprising:  
receiving input of at least one criteria for at least one of a plurality of reports; and  
providing said report based upon said denormalized information according to said at least one criteria.

12. (Original) The method of claim 10, further comprising:  
receiving input of at least one criteria for at least one of a plurality of tables; and  
configuring said at least one of said plurality of tables based upon said at least one criteria.

13. (Original) The method of claim 10, further comprising:  
receiving input of at least one of a username and a password;

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verifying whether said input of said at least one of a username and a password corresponds to a user authorized to access reporting procedures; and  
providing access to reporting procedures to said user if said user is determined to be authorized.

14. (Original) The method of claim 13, further comprising:  
verifying whether said input of said at least one of a username and a password corresponds to a user authorized to access administrative procedures; and  
providing access to administrative procedures to said user if said user is determined to be authorized.

15. (Currently Amended) A computer program product for analyzing direct marketing subscription information, said computer program product comprising:  
code that receives a plurality of direct marketing subscription information;  
code that archives said plurality of direct marketing subscription information into a repository;  
code that retrieves from said repository a plurality of selected direct marketing subscription information;  
code that transforms said plurality of selected direct marketing subscription information into transition table format information;  
code that populates a facts database with said transition format information to produce at least one of a plurality of facts tables with a summarization of said transition format information;  
code that denormalizes said summarization of said transition format information to produce a plurality of denormalized information, said denormalization comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a grouping tables database, wherein said denormalization further comprises propagating information from one table to another;  
code that provides a report based upon said denormalized information; and  
a computer readable storage medium for holding the codes.

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16. (Original) The computer program product of claim 15, further comprising:  
code that receives input of at least one criteria for at least one of a plurality of reports; and  
code that provides said report based upon said denormalized information according to said at least one criteria.
17. (Original) The computer program product of claim 15, further comprising:  
code that receives input of at least one criteria for at least one of a plurality of tables; and  
code that configures said at least one of said plurality of tables based upon said at least one criteria.
18. (Original) The computer program product of claim 15, further comprising:  
code that receives input of at least one of a username and a password;  
code that verifies whether said input of said at least one of a username and a password corresponds to a user authorized to access reporting procedures; and  
code that provides access to reporting procedures to said user if said user is determined to be authorized.
19. (Original) The computer program product of claim 18, further comprising:  
code that verifies whether said input of said at least one of a username and a password corresponds to a user authorized to access administrative procedures; and  
code that provides access to administrative procedures to said user if said user is determined to be authorized.

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20. (Currently Amended) An apparatus for analyzing direct marketing subscription information, comprising:

means for receiving a plurality of direct marketing subscription information;

means for archiving said plurality of direct marketing subscription information into a repository;

means for retrieving from said repository a plurality of selected direct marketing subscription information;

means for transforming said plurality of selected direct marketing subscription information into transition table format information;

means for populating a facts database with said transition format information to produce at least one of a plurality of facts tables with a summarization of said transition format information;

means for denormalizing said summarization of said transition format information to produce a plurality of denormalized information, said denormalization comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a grouping tables database, wherein said denormalization further comprises propagating information from one table to another; and

means for providing a report based upon said denormalized information.

21. (Currently Amended) A system for analyzing direct marketing subscription information, comprising:

at least one of a plurality of clients;

a web server [[:]] connected to said at least one of a plurality of clients by a computer network;

an application server;

a database server; connected to said application server and said web server by a communication medium, wherein said at least one client receives a plurality of direct marketing subscription information and forwards said plurality of direct marketing subscription information

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via said web server and said application server to said database server, which archives said plurality of direct marketing subscription information into a repository; and wherein

said application server retrieves from said repository a plurality of selected direct marketing subscription information and transforms said plurality of selected direct marketing subscription information into transition table format information; and wherein

said database server populates a facts database with said transition format information to produce at least one of a plurality of facts tables with a summarization of said transition format information; and wherein

said application server denormalizes said summarization of said transition format information to produce a plurality of denormalized information, said denormalization comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a grouping tables database and propagating information from one table to another; and wherein

said application server provides a report based upon said denormalized information.

22. (Original) The system of claim 21, wherein said at least one of a plurality of clients receives input of at least one criteria for at least one of a plurality of reports; and forwards said input via said web server to said application server, which provides said report based upon said denormalized information according to said at least one criteria.

23. (Original) The system of claim 21, wherein said at least one of a plurality of clients receives input of at least one criteria for at least one of a plurality of tables; and forwards said input via said web server to said application server, which configures said at least one of said plurality of tables based upon said at least one criteria.

24. (Original) The system of claim 21, wherein said at least one of a plurality of clients receives input of at least one of a username and a password; and forwards said input via said web server to said application server, which verifies whether said input of said at least one of a username and a password corresponds to a user authorized to access reporting

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procedures; and provides access to reporting procedures to said user if said user is determined to be authorized.

25. (Original) The system of claim 24, wherein said application server verifies whether said input of said at least one of a username and a password corresponds to a user authorized to access administrative procedures; and provides access to administrative procedures to said user if said user is determined to be authorized.

26. (Currently Amended) The method of claim 1 further comprising:  
receiving additional direct marketing subscription information;  
archiving said additional direct marketing subscription information in said repository;  
retrieving from said repository selected additional direct marketing subscription information;  
transforming said selected additional direct marketing subscription information into transition table format;  
appending said facts database with said additional direct marketing subscription information in said transition format information.